

Downtown Whitewater, Inc.
Board Meeting Minutes
June 14, 2011 8:00 am
Whitewater Municipal Building
2nd Floor, Cravath Lakefront Conference Room
312 W. Whitewater Street
Whitewater, Wisconsin 53190

Board Members Present: Jon Kachel, Geoff Hale, Kevin Brunner, Jim Miller, Bud Gayhart, Kim Scharine and Dave Saalsaa

Others: Josh Clements & John Patterson

Agenda:

- **Approval of Agenda**
 - Motion by Bud Gayhart and Second by Jim Miller
- **Approval of Minutes for April 12, 2011 Minutes**
 - Motion by Jon Kachel and second by Dave Saalsaa
- **Presidents Report**
 - New Board members discussion
 - Roni Telfer, Cheryl Bresnahan, and Stacey Lunsford. Motion by Jim Miller and second by Dave Saalsaa to nominate Roni Telfer to fill an empty board seat. Tami will contact Cheryl Bresnahan to see if there is an interest to finish board term of resigned board member.
- **Treasurers Report**
 - Jon gave report on cd's, check register, budget, pledges received, Tami will send letter to Fort Community Credit Union to explain what we used the interest money on in regards to their designated pledge. Jon gave report on the new 990 procedures.
- **Executive Directive Report**
 - National Main Street Conference Update
 - Tami attended the annual conference and went on 2 tours of the downtown, one for upper level rehabilitation and the other for mixed use development. She also attended seminars throughout Monday and Tuesday in relations to changes on the IRS 990 form, social media, how to get merchants more involved and recharging volunteers. At the opening session the National Main Street Organization awarded 5 Great American Main Street Awards (GAMSA) to different communities across the US in which Beloit, Wisconsin was a recipient. Marshfield, Wisconsin was one of the 10 finalists as well but only 5 are awarded each year. Tami video tapped Beloit being showcased and receiving their award. The GAMSA is on "The Triangle" Facebook page and the video Beloit sent in for the competition is on the Downtown Beloit Association website. Both Beloit and Marshfield have been in the Wisconsin Main Street program for at least 20 years.
 - Volunteer Luncheon
 - Thursday June 16 is the volunteer luncheon, at the Armory to thank all the volunteers who have helped DTWW.
- **Old Business:**
 - Strategic Planning
 - Josh discussed vision statement with board and handed out an exercise on the mission statement so board can appoint a group to work on the new statement with clear direction. Motion by Kevin and second by Saalsaa to have Tami, Josh and Kevin draft a Vision Statement between June 14th through July 12th for board to go over and discuss at the July 12th board meeting. July 12th Board meeting will also be strategic planning.
 - Happy Holly Days Parade

- Chamber is not doing it, is this something that DTWW wants to take on for the downtown and highlight our new decorations.
- **New Business**
 - Shop Local Savers Card (Patterson)
 - John Patterson gave report on the Think Whitewater Buy Local card. Good for any business in the entire city. 100 to 300 dollars from Think Whitewater, Chamber and DTWW. Also to have sponsorship from all banks and university. The goal is to get 20,000 cards. The cards are controlled by participating business and at any time business can opt out and then back in. Card has no expiration date. One-time fee of \$50.00 to participate meaning you will let Tami know what sale you have going on. A cost will occur from cards, signage and counter cards. The card will be a Think Whitewater Buy Local card that looks exactly like logo for branding purposes. Motion by Dave Saalsaa and second John Kachel to move forward and
 - Parking Survey
 - Tami will send results to downtown merchants and will investigate how we might re allocate parking lot signs and add public parking to the way finding signs.
 - Social Media (Brunner)
 - Kevin has requested a policy as to how we are going to use Social Media and how is it to be managed by July board meeting.
- **Committee Reports**
 - Promotion (Scharine)
 - Pork in the Park has a website, www.porkinthepark.info and a facebook page, Pork in the Park.
 - Remember Rally September 10, 2011, Tami is working with Woody West and will advise promotion committee when more information comes in.
 - Commercials are moving along fine, need to have some new photos added.
 - Design (Saalsaa)
 - Phantom Art Gallery is back on and one window is done at H & R Block & the second is to be at the old location of Pinnacle. More locations are still being discussed.
 - Jessica's owners talked to Dave and asked for opinions on façade.
 - Bob Friemuth bought Knudston Insurance building and is has talked with Dave and Tami about design work even though a grant will probably not be used.
 - Pete D'Aquisto is cleaning up all of his buildings front and back.
 - Economic Restructuring (Kachel)
 - Talked about work on the Think Whitewater Buy Local Card and how to get it to all of the university students.
 - Jon will work with Bud Gayhart on a survey for wish list of businesses for downtown.
 - Harriet has been to DTWW office twice to make calls for business recruitment.
 - Organization (Brodnicki)
 - Reminder of Volunteer Luncheon and set up/tear down.
- **Announcements:**
 - Kevin is looking into solar trash compactors for downtown.
- **Future Agenda Items**
 - Strategic Planning , Social Media Policy, New Board Members, Parking Update,
- **Adjourn**
 - Motion by to adjourn by Dave Saalsaa, second by Bud Gayhart

Next DTWW board meeting is July 12, 2011 7:30 am @ 312 W. Whitewater Street